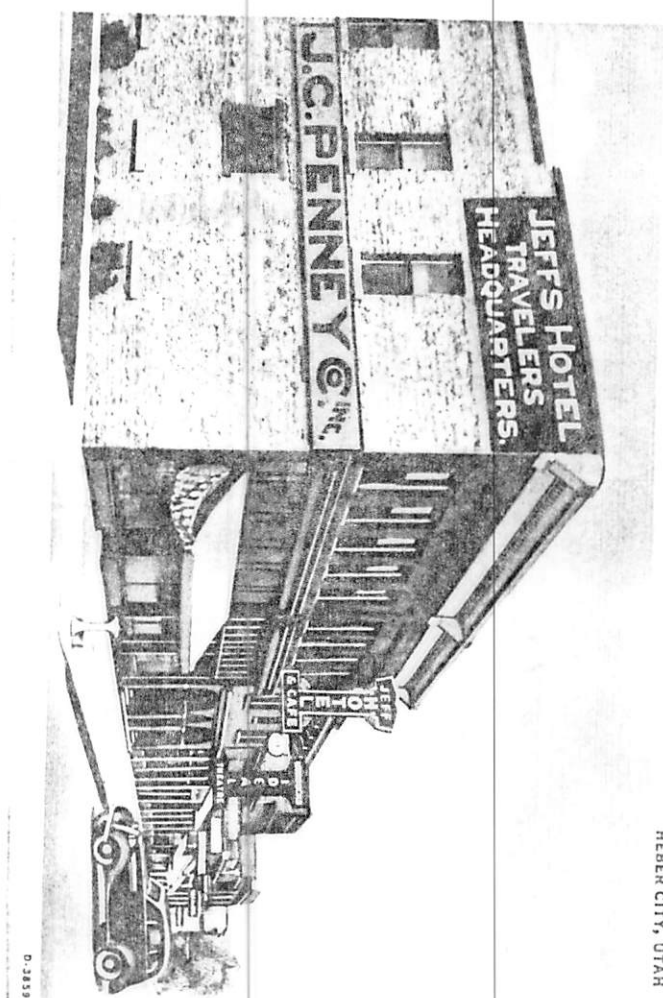
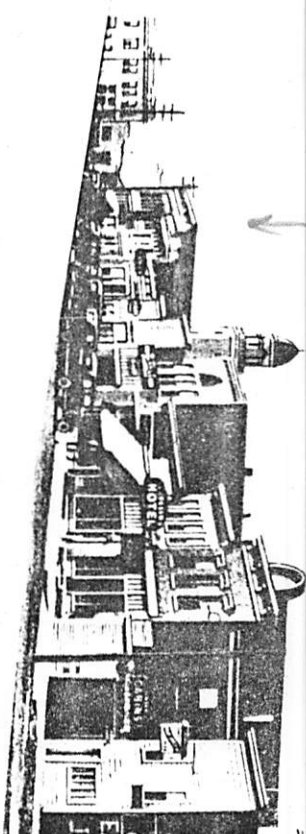


HEBER CITY, UTAH



*The second home office of The
"Wasatch Wave," was an upper
room of the Mark Jeffs Store,
for 6 yrs*



*North with tabernacle tower in background.
and Wasatch Auto buildings still remain.
2nd Ward*

J.C. Penney Company



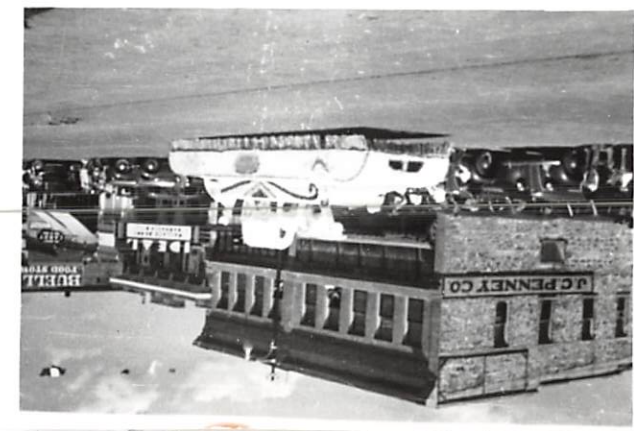
SUCCESS AND BEST WISHES
to the
GRADUATING CLASS
of 1945



PENNEY'S
J.C. PENNEY CO., INC.

*Kenner Wyoming was 1st store
Heber's was 2nd J.C. Penney*

IT PAYS TO SHOP AT PENNEY'S
Quality Merchandise — — Plus Economical Distribution

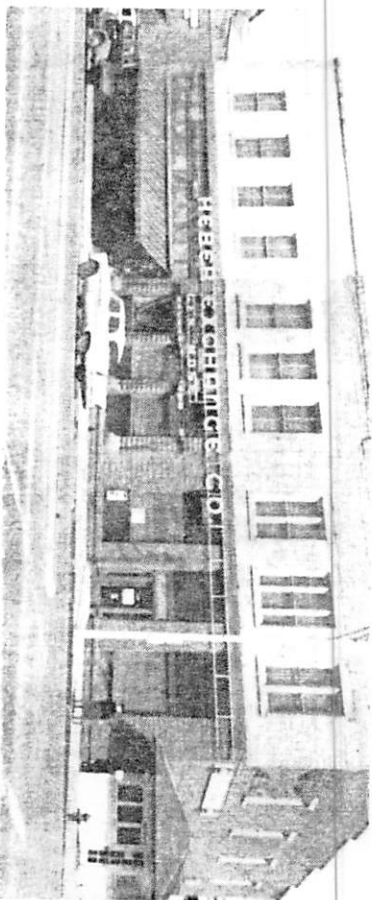


J.C. Penney Co.
A NATION-WIDE
INSTITUTION -
DEPARTMENT STORES
QUALITY WINS
Every Day in Every
Way at This Store
1927

IT'S A SIGN OF
VALUE SENSE
TO SHOP AT
PENNEY'S
J.C. PENNEY CO.
HEBER, UTAH.
1932
Fair
Booklet



The third home office of
the "Wave" was a suite of
rooms in the "Hatch Row"
upstairs in the Heber Exchange



The Heber Exchange Company building and general merchandise store as it is today.